

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Harding et al.

Application No.: 10/750,163

Confirmation No.: 5011

Filed: December 31, 2003

Art Unit: 3625

For: PROFILING ITEM SELLERS TO INFORM  
ITEM PURCHASING DECISIONS AND  
BUILD TRUST IN A MULTIPLE-SELLER  
MARKETPLACE

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Examiner: A. A. Shah

**RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Non-Final Office Action dated June 7, 2007, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Abstract** begin on page 6 of this paper.

**Amendments to the Drawings** begin on page 7 of this paper.

**Remarks** begin on page 8 of this paper.